

RECORD OF PERFORMANCE QUALIFICATIONS
PA

INSTRUCTIONS

Record of Performance Qualifications shall be completed for enlisted personnel of the Coast Guard as outlined in the Enlisted Performance Qualifications Manual, COMDTINST M1414.8 (series). As proficiency in each performance qualification is demonstrated by actually performing the task listed, the DATE and INITIALS column shall be completed. Personnel are required to demonstrate proficiency in all new performance qualifications assigned to their rating. Performance qualifications previously demonstrated, dated and initialed off will not be recertified. Some performance qualifications include intent statements to help clarify the requirements of the task that is to be performed.

RATING

PUBLIC AFFAIRS SPECIALIST (Effective for the MAY 2003 Active Duty and the OCT 2003 Reserve SWE)

ABBREVIATION

PA

DATE COMPLETED ALL PERFORMANCE QUALIFICATIONS FOR RATE LEVEL

E-4

E-5

E-6

E-7

E-8

E-9

NAME (Last, First, Middle Initial)

SOCIAL SECURITY NUMBER

SIGNATURE OF SUPERVISOR

[illegible]

REMARKS

RATING: PUBLIC AFFAIRS SPECIALIST	INIT	DATE
<p>A. PUBLIC AFFAIRS</p> <p>4.01 Locate policy on news releases, duties of public affairs personnel and audio/visual productions using the Public Affairs Manual, COMDTINST M5728.2 (series) as a reference in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.02 Draft a news release applying Coast Guard requirements for security, accuracy, propriety and policy in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series) and the DINFOS Training Program of Instruction for BJC.</p> <p>4.03 Prepare a distribution list for release of information using available media guides in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.04 Using the rules for release of information in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series), conduct a mock interview while incorporating command messages.</p> <p>5.01 Prepare a Coast Guard spokesperson for a news media interview in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series) and local command guidance.</p> <p>5.02 Develop an organizational chart of your command, including a brief statement of the functions of your public affairs office and the relationship the public affairs officer has to other command elements, in accordance with the Organization Manual (Coast Guard), COMDTINST M5400.7 (series) and the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>5.03 Develop an organizational chart of a Joint Information Center as it relates to the Incident Command System structure, in accordance with the Joint Information Center Manual.</p> <p>5.04 Review for approval a Fleet Hometown News Release Form and submit it to the Fleet Home Town News Center in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>5.05 Conduct TV or other media interviews in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>5.06 Complete a public affairs specialist watch stander qualifications checklist in accordance with local command guidance and the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>5.07 Assemble a media press pack including news releases, background material, biographies, graphics, photos, video footage and maps in accordance with Public Affairs Manual, COMDTINST M5728.2 (series).</p>		
NAME (Last, First, Middle Initial)	SOCIAL SECURITY NO.	

RATING: PUBLIC AFFAIRS SPECIALIST	INIT	DATE
<p>6.01 Coordinate release of information with federal, state and local agencies in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series) and the Joint Information Center Manual as applicable.</p> <p>6.02 Administer a speakers' bureau in accordance with the Naval Education and Training Manual, 10295-B (Journalist 1 & C) Chapter 5.</p> <p>6.03 Provide public affairs guidance to local commands as necessary in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>B. WRITING`</p> <p>4.01 Research files, libraries and other sources to gather information for release of news in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.02 Write a news release in inverted pyramid format using Associated Press style in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.03 Write a news story in inverted pyramid format using Associated Press style in accordance with the DINFOS Training Program of Instruction for BJC based on the following:</p> <ul style="list-style-type: none"> a. Coast Guard message; b. report, instruction, notice or other written material; c. an interview you conducted. <p>4.04 Write cut lines and captions in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.05 Write a feature story in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.06 Write the text for a photo feature in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>5.01 Market a Coast Guard feature story to an external publication or other media outlet in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>6.01 Draft a recommendation for a public service award in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p>		
NAME (<i>Last, First, Middle Initial</i>)	SOCIAL SECURITY NO.	

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<p>C. WEB-BASED SKILLS</p> <p>4.01 Post official information on the DOD World Wide Web site in accordance with DOD guidelines and DINFOS Training Program of Instruction for BJC.</p> <p>5.01 Post news releases, photos and other publicly releasable information to an authorized Coast Guard Web site in accordance with the Policy on Coast Guard Use of Internet/Worldwide Web, COMDTINST 5230.56 (series) and release of information guidelines contained in the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>6.01 Determine the local command's Web site content for compliance with the Policy on Coast Guard Use of Internet/Worldwide Web, COMDTINST 5230.56 (series) and release of information guidelines contained in the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>7.01 Develop guidance to field commands and public affairs personnel concerning Web site content standards in accordance with the Policy on Coast Guard Use of Internet/Worldwide Web, COMDTINST 5230.56 (series) and release of information guidelines in the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>D. IMAGERY</p> <p>4.01 Using a camera light meter, determine the proper exposure for various lighting situations in accordance with the equipment owner's manual and the DINFOS Training Program of Instruction for BJC.</p> <p>4.02 Shoot digital photographs using available light in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.03 Shoot digital photographs using hand held flash equipment in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.04 Plan and shoot digital photographs for a photo feature story in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.05 Correct defects in digital photo images using imaging software in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.06 Review digital images for release approval in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series) and the DINFOS Training Program of Instruction for BJC.</p> <p>5.01 Clean and maintain photographic and audiovisual equipment in accordance with the manufacturer's instructions.</p> <p>5.02 Shoot video of Coast Guard operations using a video camcorder in accordance with the product owner's manual.</p>		
NAME (Last, First, Middle Initial)	SOCIAL SECURITY NO.	

RATING: PUBLIC AFFAIRS SPECIALIST	INIT	DATE
<p>5.03 Review Coast Guard original video and photo images for quality, content and adherence to Coast Guard policy in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>5.04 Prepare and transfer Coast Guard digital images and captions to the Coast Guard Visual Imagery System in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>5.05 Edit and duplicate Coast Guard operational video using available audiovisual equipment in accordance with the manufacturer's instructions.</p> <p>5.06 Release Coast Guard operational video and still images to news media in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>6.01 Manage/coordinate unit resources to meet imagery needs in accordance with the Naval Education and Training Manual 10295-B (Journalist 1 & C).</p> <p>6.02 Determine the capability of your office's video and still imagery equipment in meeting your command's video and still imagery needs in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>6.03 Locate and correct safety hazards in audiovisual and photographic work areas in accordance with the Safety Precautions for Shore Activities (NAVMAT P5100 series).</p> <p>7.01 Instruct unit personnel in the proper procedures for reviewing, screening and releasing Coast Guard original video and photo images for quality, content and adherence to Coast Guard policy in accordance with the Public Affairs Manual, COMDTINST 5728.2 (series).</p> <p>E. EDITING AND LAYOUT</p> <p>4.01 Crop, scale and prepare photographs and artwork for reproduction or posting on a Web page in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.02 Select photographs for publication in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.03 Write headlines in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>4.04 Edit material for grammar, spelling, punctuation, construction and style using the Associate Press Stylebook and the DINFOS Training Program of Instruction for BJC.</p> <p>4.05 Prepare photo feature stories for publication in accordance with the DINFOS Training Program of Instruction for BJC.</p>		
NAME (Last, First, Middle Initial)	SOCIAL SECURITY NO.	

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<p>4.06 Edit copy using standard copy editing symbols in accordance with the DINFOS Program of Instruction and the Associated Press Stylebook.</p> <p>4.07 Create page layouts for publication using desktop publishing software in accordance with the DINFOS Training Program of Instruction for BJC.</p> <p>5.01 Edit text for a publication or Web site in accordance with the Associated Press Stylebook.</p> <p>5.02 Using the Public Affairs Manual, COMDTINST M5728.2 (series) as a reference, determine your publication's or Web site's capability to meet the informational needs of you readers.</p> <p>F. ADMINISTRATIVE AND CLERICAL</p> <p>5.01 File correspondence and directives in accordance with the Standard Subject Identification Code (SSIC) Manual, COMDTINST M5210.5 (series).</p> <p>5.02 Find addresses of Coast Guard units using the Standard Distribution List, COMDTNOTE 5605.</p> <p>5.03 Explain abbreviations and content in a Coast Guard message in accordance with the Radiotelephone Communications Handbook, COMDTINST M2300.7 (series) and the DINFOS Training Program of Instruction for BJC.</p> <p>5.04 Prepare a distribution list for a district directive using the Standard Distribution List, COMDTNOTE 5605.</p> <p>5.05 Inventory office and photographic supplies and equipment in accordance with the Property Management Manual, COMDTINST M4500.5 (series).</p> <p>5.06 Prepare procurement requests in accordance with the Simplified Acquisition Procedures Handbook, COMDTINST M4200.13 (series).</p> <p>5.07 Survey damaged and outdated public affairs equipment in accordance with the Property Management Manual, COMDTINST M4500.5 (series).</p> <p>6.01 Prepare public affairs-related reports as required in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>6.02 Conduct local public affairs training programs in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>6.03 Coordinate/manage public affairs assignments to make the most efficient use of resources in accordance with the Naval Education and Training Manual 10295-B (Journalist 1 & C).</p>		
NAME (Last, First, Middle Initial)	SOCIAL SECURITY NO.	

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<p>7.01 Prepare an office budget in accordance with the Naval Education and Training Manual 10295-B (Journalist 1 & C).</p> <p>7.02 Develop and supervise local public affairs training programs in accordance with the Public Affairs Manual, COMDTINST M5728.2 (series)</p> <p>7.03 Write public affairs planning proposals using the Planning and Programming Manual – Volume II (FIELD PLANNING MANUAL), COMDTINST M16010.6 (series) in accordance with the Naval Education and Training Manual 10295-B (Journalist 1 & C).</p> <p>7.04 Review the command's public affairs specialist duty watch stander qualifications for accuracy and currency in accordance with local command guidance.</p> <p>8.01 Draft an after action report in accordance with the Naval Education and Training Manual 10295-B (Journalist 1 & C).</p> <p>8.02 Review and revise as necessary the command's operations plan public affairs annex to align with policy changes contained in the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p>9.01 Review E-4 through E-9 public affairs specialist performance qualifications for accuracy and currency and submit a recommendation report in writing to the Public Affairs Rating Manager in accordance with the Enlisted Performance Qualifications Manual, COMDTINST M1414.8 (series).</p> <p>9.02 Using the Nonresident Training Development Manual, review PA2 and PA1 correspondence courses for suitability and submit recommendations to the Public Affairs Rating Manager as necessary.</p>		
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